



**Office of the Attorney General
Paul G. Summers**

NEWS RELEASE

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**ATTORNEY GENERAL SUMMERS JOINS AGREEMENT WITH NATIONAL
MARKETING GROUP FOR ALLEGED MISLEADING AUTO ADVERTISING**

Tennessee Attorney General Paul G. Summers and Mary Clement, director of the Division of Consumer Affairs, have joined a \$300,000 multi-state agreement with a national marketing group for alleged misleading auto sale advertisements.

The states named two Milford, Ohio corporations, Gunning & Associates Marketing Inc. and Fleet Liquidators of America, Inc. in the agreement. Also listed are Fleet Liquidators of America, National Fleet Liquidators, G & A Marketing and G & A Marketing, Inc., doing business as Gunning & Associates Marketing, Inc. The firms admit no law violation.

The States allege G& A misled consumers in a number of ways through its ads for "special sales events," which included claims cut-rate prices for cars they said came from bank repossessions, bankruptcy and other government legal proceedings, rental car companies, fleet company, and auctions. In truth, the vehicles were no different from any others on the lot. To create the false impression the "sales" events were authentic, the company is alleged to have held the sales events in locations away from the dealerships.

Tennessee discovered through a multistate investigation in 2004 the company had worked with several dealerships in East and West Tennessee, including Dyersburg, Greenville, Memphis, Brownsville, Chattanooga, Bristol, Sevierville, Cookeville, and Lenoir City. As a result of the agreement, G & A has agreed to give the state \$32,500. Of that, \$7,500 will go to the Division of Consumer Affairs, \$7,500 will go the General Fund, and \$17,500 will go toward attorneys fees and costs of the investigation and monitoring for compliance of the case.

"We feel this is a good agreement for consumers and also sends a strong message to anyone who might consider using less-than-honest tactics to sell cars," Attorney General Summers said.

The company is alleged to have violated the Consumer Protection Act and the Tennessee Motor Vehicles Sales License Act. Among the numerous allegations lodged against the company were quoting fictitious down payments and monthly payments of \$59 to \$79, aggressive sales techniques, promises of free vacations, prizes and other questionable sales tactics. The firm is

also alleged to have used unlicensed sales agents and sales agents who charged excessive fees for options and extra services the customer did not request.

As part of the agreement, the company must comply with pertinent state and federal consumer protection and licensing laws. The company must follow specific operating procedures including, within the next 90 days, providing notice of the agreement to any salespersons acting on their behalf in future sales events. Effective immediately, the company must for the next five years send advertising copy to be used in auto sales in the states of Tennessee, California and Oregon to the respective Attorneys General at least 14 days prior to publication or dissemination.

Today's agreement includes the states of California, Delaware, Florida, Iowa, Maine, North Dakota, Oregon, Vermont, Washington and Tennessee.

Consumers who believe they have been misled by a company may file a report with the Division of Consumer Affairs by calling 1-800-342-8385 or 615-741-4737.